

# SPARSH



**Swachh Banao**



Urbanization is a global phenomenon, and an inevitable outcome of development is generation of waste and lack of access to proper sanitation. These challenges pose a colossal management problem for elected bodies, civic societies and mankind at large. Modern civilisation with its fast paced life and demands for resources has driven efficiency in supplies, however creating processes in that quest which generate waste and hygiene challenges.

India generates over 60 million tonnes of waste, out of which about 69% is collected. It's appalling to observe that only 30% of the collected waste is treated and the rest is taken to land fill sites. The Swachh Bharat initiative is the need of the hour which aims to promote clean hygienic practices and use of proper sanitation.

Our work at Apollo Tyres Foundation stems from driving positive change into the lives of our stakeholders. In that endeavour, we look at providing comprehensive solution for better health and hygiene which includes proper waste management and promoting the use of toilets.

This initiative is called

**SPARSH**  
Swachh Banao

## Our Aim

To create options for healthy living for our stakeholders by providing them access to waste management and hygiene services.

## Our Objective

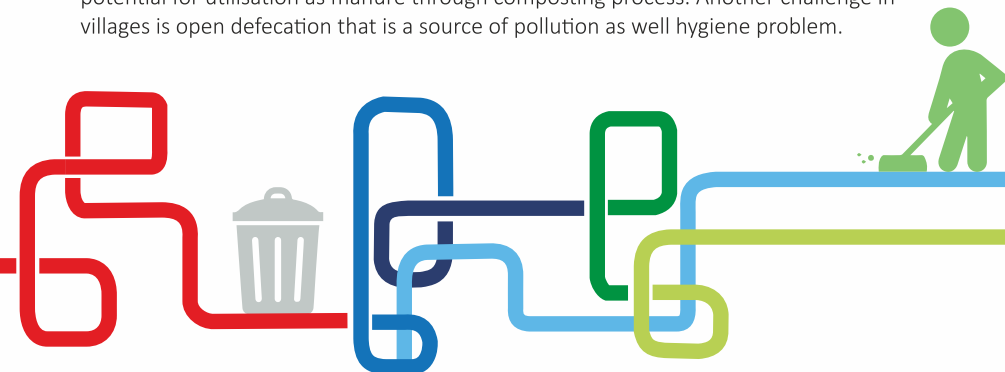
- To create awareness on Solid Waste Management, its process & impact on Environment
- To improve the Quality of Life of people
- To promote cleanliness & enhance Green Cover
- To develop proper hygiene practices
- To impart scientific waste disposal methods
- To eliminate Open Defecation

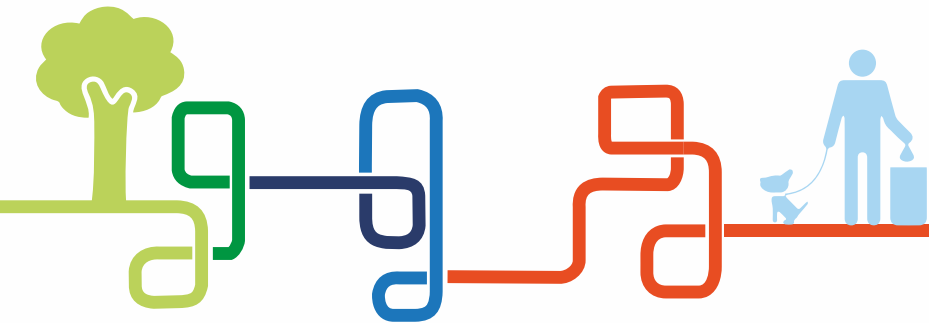
**There are 3 SPARSH programmes supporting the Swachh Bharat campaign:** Clean My Village project, Clean My Transport Nagar project and Building of Bathrooms (toilets and bathing area).

## Our Touch Points

**Transport Hubs:** Transport nagars [hub], which are halt points for truck drivers, are commonly neglected sites, especially in terms of sanitation and waste management. They are typically characterised by scattered waste, littering, blocked drainage, etc. There are also visible issues of sanitation, water logging, open burning of waste and no greenery. Due to unhygienic conditions and lack of waste collection and management system, the stakeholders in the area are highly vulnerable to common diseases.

**Villages:** Villages present set up where large scale generation of domestic waste is witnessed that includes kitchen waste and wastes originating from animal husbandry practices. Management of such type of waste is necessary as it has a risk potential to cause health issues if disposed in an improper manner. Further, such waste has good potential for utilisation as manure through composting process. Another challenge in villages is open defecation that is a source of pollution as well hygiene problem.





# SPARSH Services

S

## Segregate Waste

Segregation of waste into wet [biodegradable] and dry [non-biodegradable] is key to their scientific management. We promote segregation at source to facilitate proper collection and disposal.

P

## Practice Composting

Wet waste composting represents the most efficient 360 degree approach to waste management. The product of composting is organic manure that augments soil fertility and replaces chemical fertilisers.

A

## Awareness Generation

Mobilisation of stakeholders towards the ill-effects of improper waste disposal & unhygienic lifestyle is fundamental to derive long term sustainability and ownership for the programme.

R

## Reduce-Reuse-Recycle

The 3 R concept forms the backbone of any waste management programme popularising the processes of reducing waste generation, reuse whatever is possible and promote recycling.

S

## Safe Sanitation

The objective under sanitation is to reduce the habit of open defecation and also increase awareness on personal hygiene.

H

## Hygiene for All

Hygienic lifestyle leads to disease free and healthy living.

In our SPARSH programme, we promote the well-being of all our stakeholders through adoption of healthy habits.

## Clean My Transport Nagar/Village

- Door-to-door waste collection
- Segregation of waste into wet [biodegradable] and dry [non-biodegradable] categories
- Composting and 'Waste to Wealth' activities for different categories of waste
- Daily cleaning of streets
- Awareness programmes for the stakeholders for behaviour change
- Building institutional linkages for strengthening stakeholder participation



## Sanitation

- Toilets and bath space are constructed in partnership with local panchayat and in alignment with national agenda Swachh Bharat Abhiyan.
- Awareness programmes for the stakeholders for behaviour change
- Awareness session on menstruation and personal hygiene are also conducted with adolescent in some villages

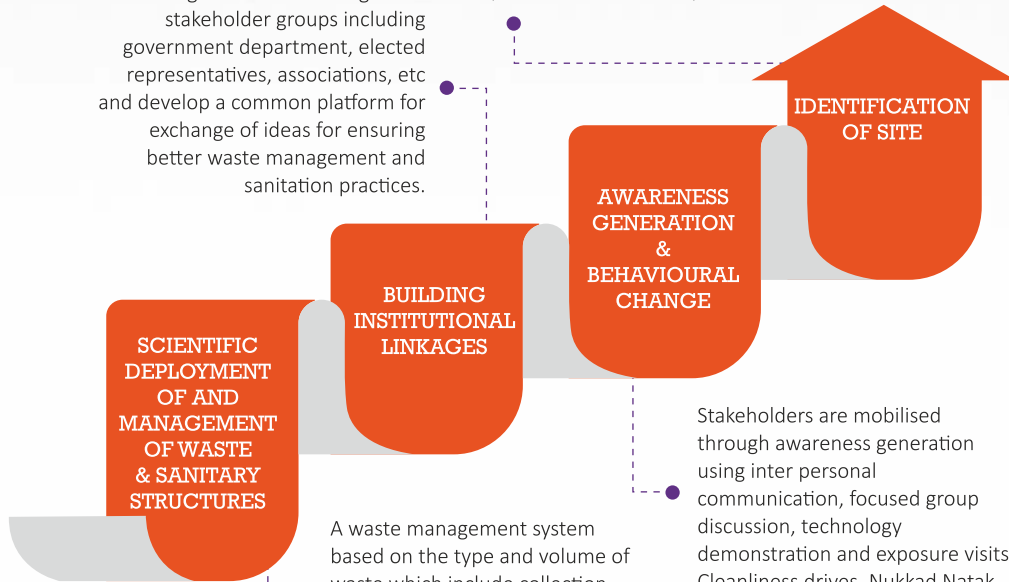


# Our Approach



Building Institutional linkage with stakeholder groups including government department, elected representatives, associations, etc and develop a common platform for exchange of ideas for ensuring better waste management and sanitation practices.

Collect baseline data and meet with community representative to identify the area of waste collection spots/ toilet and bath space construction.



A waste management system based on the type and volume of waste which include collection, segregation, composting and disposal. Similarly, toilets and bath space are constructed in partnership with the community.

Stakeholders are mobilised through awareness generation using inter personal communication, focused group discussion, technology demonstration and exposure visits. Cleanliness drives, Nukkad Natak, puppet show are organised to impress the need for hygienic lifestyle and bring behaviour change among people.



## Case Studies



### Case Study 1 | Vermicomposting

Our waste management endeavour takes a 360 degree approach by putting back the green waste back into nature by converting it into Vermi compost. The compost helps spread greenery and also nurtures Earth by enhancing its productivity- all from something we discard as Waste!



### Case Study 2 | Products out of Waste

We believe that every waste is a resource and that it has a Value! The difference lies completely in the way we perceive it. All the dry waste that we collect goes through this lens of creativity, where waste paper takes the shape of a Ganesh idol or a discarded plastic bottle transforms into a beautiful showpiece.



Apollo Tyres, being conscious of the triple bottom line coherence (people, planet and profit), has developed a CSR framework identifying and prioritising its key stakeholders- Customer, Employees, Supply Chain Partner and Community. This framework clearly revolves around the principle of the three I's i.e. to Involve, Influence and Impact.

Apollo Tyres Foundation was registered in 2008 through which the CSR activities of Apollo Tyres Ltd. are implemented. The objective of all the activities is to have a positive impact on the everyday lives of our stakeholders on business. Unless the same is achieved, it will not lend itself to sustainability.

The CSR programmes and activities are aligned to national and international development goals.

